

Fall Fashions



It's the sheath silhouette for Fall Elegant with the Paris-inspired horseshoe neckline . . . asymmetrical effect.

Suits take on an arrow-narrow tailleur . . . enriched with velvet . . . low-placed pockets and hemlines eased for walking.

Meant for Fall '50 . . . the coat with the casual air! The Chesterfield, Reversible, and Pyramid . . . alive with texture interest.

The zest, the variety, the spice and elegance in our American way of life is yours in Fashion for Fall '50! Yours to have and wear . . . in the sophistication of the sheath silhouette, dramatically accented with rich velvet, draperies and buttons that flow to the side . . . in the scintillating colors of the many Scotch plaids . . . in the informality of separates, coats with a casual air, Fedora hats . . . in the excitement of textured fabrics that can be reversed. This is the mood of Fall Fashions — and they are meant for YOU!